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Public Awareness Subcommittee
Meeting Minutes
Monday, September 24th, 2012

Convened at 10:10 AM

Members present: Josiane Martinez, Samuel Tsoi, Linda Brown, Linda Brown, Sarah Durkey, Javier Marin, Franklin Soult, Lucas Guerra, Lurena Lee, Heather Rowe, Tanisha Bowens, Maurel Jones

Staff Present: Alicia Pradas-Mone, Brittney Rizo

Approval of Meeting Minutes

- Motion for approval of 8/30/2012 Public Awareness minutes, Franklin Soult Seconded
- Minutes adopted unanimously and will be posted on the AGO website

National Human Trafficking Resource Center – Tanisha Bowens, Maurel Jones

- If people from Massachusetts were to call the hotline, what is the response time to help the victim or person calling? What is the interaction between the caller and the hotline, how do you make sure these people calling do not fall through the cracks?
 - The hotline is run 24 hours a day, 7 days a week. They receive anything from tips, questions for general information as well as requests for referrals to law enforcement and service centers.
 - Response varies depending on urgency of the situation
 - Emergency / crisis situation
 - Seeking Guidance / Info from a provider or law enforcer
 - Reporting a tip
- How do you deal with multi-lingual speakers who call the hotline?
 - There are English and Spanish speakers on the phones. If a victim who speaks another language calls in they have a language line with a very quick connection time. They can then communicate with the caller / victim through the interpreter.
- What is the annual cost of the Hotline and how is the Hotline funded?
 - The funding for the Hotline comes from the Department of Health and Human Services as well as from a variety of other grants and private donors.
 - They received \$800,000 from the Department of Health and Human Services
 - Approximately \$1-1.8 million per year total
- How many staff members do you have on the Hotline and how many calls do you receive per day / per year?
 - 24-26 current staff members on Hotline
 - Approximately 50-70 calls per day
 - Around 20,000 calls last year and expecting more this year
- Is it more beneficial to have a campaign with a national hotline or a state hotline?
 - Creating a hotline takes a lot of work; it would be helpful to use a hotline that is already in existence for a campaign.
- What is the typical call like? What is the spectrum of situations that are called in?
 - There are different protocols for someone reporting a tip versus an urgent victim in a situation or a third party calling for a victim.
 - Extreme cases – This would be described as a victim who had a moment or opportunity to escape the exploiter so they used the free moment to call the

hotline. The representative will ask the caller if they can access safety, where they are located and how much time they have to fully assess the situation. Representatives will then get in reach with a local provider to take over. They will then check back in a week or so to make sure the victim has gotten assistance.

- Who are the different providers in MA? Can we have this list of providers so we know who they are? ¹
- Typical call – A family member or friend who is concerned about someone they know. They will usually ask what they should do to help their loved one. Representatives ask questions to grasp the nature of the situation, give referrals to local providers and follow up with materials or research for the caller.
- What is the official name of your hotline, or is this all seamless to the client?
 - The official name of the hotline is the National Human Trafficking Resource Center.
 - If a controller of a victim gets a hold of this number being carried around what is going to happen when the representative says their official National name?

Community Perspectives and lessons from local campaigns – Sarah Durfey

- Not for sale campaign
 - Started in California in 2007
 - Worked on building networks in their own communities
- Human Traffickers have a strategic network that makes them very connected to many resources. How do we create a counter network?
 - How do we come up with a new language but also a powerful language from the past?
- Two different campaigns and strategies done in Boston area
 - Freeze Campaign
 - Done in Quincy Market, Students from different schools froze and then handed out flyers.
 - Boston Marathon
 - Before runners started coming through they handed out pins and buttons to viewers.
 - Face to face interactions get people talking and interested in the topic as opposed to “MBTA” campaigns on train.
- ‘My Resource Card’
 - Subtle card with resource numbers for victims.
 - Volunteers go into strip clubs, hotels and build relationships with the girls to give them resources to get help.
- Might be helpful to come up with a trendy name like “Not for Sale” but keep it specific for MA Human Trafficking campaign.

Samples of Successful Social Marketing Campaign – Lucas Guerra

- Need to define strategy framework for now on how to attack the issue
 - Public approach : go after clients
 - The client is going to go online, so use social network and services.
 - Grassroots approach : helping victims
- Need to target 1 audience, 1 labor umbrella
 - We can do 2 or 3 executions under this umbrella
- Four Targets
 - Victims and Violators of Sex Trafficking

¹ A list of the Massachusetts providers is attached to end of the minutes.

- Victims and Violators of Labor Trafficking
- Could we get something passed so wherever alcohol is sold, there must be a Human Trafficking number posted?
- Drunk Driving Campaign
 - The enforcement message will either scare the viewer or immediately turn them off.
 - 'Drive Drunk. Get Busted.'
 - Advertisement with a relatable woman so people could connect with the situation.
 - 'Click it or Ticket'
 - Also concentrated on enforcement and consequences of behavior.
 - Tobacco
 - 'Big Tobacco carnival of tricks'
 - 600 people to sign up for the opposed committee
 - Domestic Violence
 - 13 different languages
 - Law enforcement gave out cards
 - Very inexpensive way of reaching people
 - PUNCH and SCRATCH campaign
 - Powerful statement and photo to grab viewers' attention

Topics for Next Meeting – Josiane Martinez

- Hear from representatives from Demand and Education Subcommittees
- Heather Rowe will speak about notices, and cost effectiveness.

Information on upcoming Meetings – Josiane Martinez

- Tentative meeting date for Wednesday, October 10th from 10am-12pm.
- Presenting at Task Force Meeting Nov. 7th.

Motion to adjourn – Franklin Soult seconded.

Meeting Adjourned at 12:07PM

Massachusetts Providers from The Polaris Project

The following list contains organizations The Polaris Project works with when providing referrals for victims. This is not an exhaustive list, many of these organizations are used often, and this list is continually growing.

- Kim's Project
Brighton,MA
Main: (617) 779-2133
<http://www.kimsproject.org/>
- Lutheran Social Services of New England
Wellesley,MA
Main: (508) 754-1121
www.lssne.org
- My Life My Choice
Boston,MA
24 Hour Numbers:Main: (617) 699-4998
<http://www.jri.org/mylife>
- Project REACH - The Trauma Center
Brookline,MA
http://www.traumacenter.org/clients/Project_REACH.php
- Support to End Exploitation Now (SEEN) Coalition
- Children's Advocacy Center of Suffolk County
Boston,MA
<http://www.suffolkcac.org/programs/seen/>
- Asian Task Force Against Domestic Violence
Boston,MA
24 Hour Numbers:Hotline: 617-338-2355
<http://www.atask.org/site/>
- Association of Haitian Women in Boston (AFAB)
Boston,MA
Main: 617-287-0096
<http://www.afab-kafanm.org/index.html>
- Boston Center for Refugee Health and Human Rights
Boston,MA
<http://www.bcrhhr.org/>
- BPSOS - Springfield
Springfield,MA
<http://www.bpsos.org/>
- Bridge Over Troubled Waters
Boston,MA
Main: (617) 423-9575
<http://www.bridgeotw.org>
- Casa Myrna Vazquez
Boston,MA
<http://www.casamyrna.org/>
- Catholic Charities Worcester County
Worcester,MA
<http://www.ccworc.org>
- Catholic Social Services - Hyannis
Hyannis,MA
<http://www.cssdioc.org/index.html>
- Germaine Lawrence
Arlington,MA
<http://www.germainelawrence.org>
- International Institute of Boston
Boston,MA
Main: 617-695-9990
<http://iine.us/contact/>
- International Institute of Lowell
Lowell,MA
- Jewish Family and Children's Services - Boston
Boston,MA
<http://www.jfcsboston.org/>
- La Alianza Hispana

- Massachusetts Alliance of Portugese Speakers
Somerville,MA
<http://www.maps-inc.org/>
- Next Step Counseling
Jamaica Plain,MA
Main: (617) 277-7172
<http://www.victimsnolonger.org/index.htm>
- Political Asylum/Immigration Representation
Project
Boston,MA
<http://www.pairproject.org/>
- Safe Passage
Northampton,MA
Main: 413-586-1125 Hotline: 888-345-5282
24 Hour Numbers:Hotline: 888-345-5282
<http://www.safepass.org/>
- Western Mass Legal Services, Inc
Springfield,MA
Main: (413) 781-7814 Hotline: (800) 639-1109
<http://www.wmls.org/>